

you can

do it 

# Successful Career Chats

- 1** Career Chat Flow & Questions
- 2** Addressing Common Concerns by using Questions (instead of Statements)
- 3** “Have to think about it” by NSD Dorothy Boyd



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# FLOW AND QUESTIONS OF A CAREER CHAT

## THE FOLLOWING illustrates the typical flow of a career chat

It's important to have the basic outline of how to guide the conversation in your mind, and by the same token, to have engage in a conversation that does not sound robotic nor sound like an interrogation lol The conversation should be naturally flowing with the questions and answers. **The best people connectors modulate their voice (change tone or pitch) and embody a tone of curiosity and genuine interest in another person.** Communicating with a gentle voice, lively soft eyes and a sincere heart really do make a difference!

### HELPFUL POINTERS

Some of these tips may seem silly but they really do make a difference!

- If holding the chat on the phone or via some form of online video technology, it's important to be on time. Lateness is disrespectful to other people's times and you don't want to get started on the wrong foot.
- If meeting in person, arrive a few minutes early and position your prospect in a position where her back faces any distractions, if possible.
- Try to avoid across the table situations in lieu of a circular table or a square where you are sitting next to the same corner.
- Have her gift on the table waiting for her looking cute and inviting! I always offer a free gift to anyone willing to give their opinion of our marketing plan.
- If you're meeting in a coffee shop immediately offer her "What would you like to drink? My treat!"
- What every amount of time you set for getting together be sure to honor it. For example if you said 30 minutes then keep your time together to 30 minutes. "I know when we set this up we said 30 min – that still okay with you?"

## OPENING gratitude & getting to know her and what makes her tick:

The mission is to find common ground to build a bridge & connect but also to find a need that you think can be filled with Mary Kay. For example, if she talks about having children and you have children, build a bridge and connect. If she talks about her pets and you have pets, build a bridge and connect, etc.

- **GRATITUDE.** "Thank you so much for spending this time with me. I really am grateful for your time.
- **AGENDA.** "What I'd love to do first is have you **tell me about yourself** so I can get to know you then I'd love to talk a little about what you heard/saw in the video / call, and then just get your opinion and see what you think. How does that sound? "
- **GETTING TO KNOW HER.** "What inspired you to meet / chat with me today? "
- "Okay great, **so tell me about you!**" Let her share for however long she wants to about herself. Build a bridge to connect. (Some potential follow up questions to explore her world a bit) For example, about her job, "What do you love most about what you do?" "What do you like least?"
- In the interest of time, you don't need to ask all the following questions but choose a few so you can get to know her and her needs better – but be sure to do it with 100% curious tone.
  - "So what's most important to you, top 3? (don't say THINGS just top 3)
  - "How would other people describe your strengths?"
  - Tell me about a time when you felt proud of yourself?"

- “This is kind of a deeper sort of question, tell me if this is too much, but I really want to know is what do you need more of in your life right now?”
- “If you could change anything, what would it be?”
- “If you fast forward 5 years from now, how do you see your life being different?”

## MOVING INTO her opinion of marketing material & her questions

• You watched / listened the video / audio right? What **surprised you or excited you most** about what you heard?

• If you ever in a million years considered weaving this Opportunity into your life – maybe to.... (connect back to a potential need you thought you heard her say. For example, “maybe to help bridge the financial gap and create the extra income you described” or “maybe to help free up more time to spend with your kids and eliminate that long commute”)... if you could **ask me any 2 questions what would you want to know?** What else would you want to know? (keep affirming

## TRANSITION TO your questions for her

• So I have some questions for you, and if you have any level of interest in the business, these may help you make a decision – if not, it’s still helping me. **Is it okay if I ask you a couple of questions?**

• What are **some strengths you have** that would make you a successful consultant?

• (Say this SOFT SOFT SOFT & CURIOUS) **If you ever decided to order a Starter Kit and open the door to the Mary Kay opportunity, what would be your reason why? Like what would be your motivator?**

• Based on what she says, explore a little here, have her elaborate and unpack what she means and why that would be significant for her.

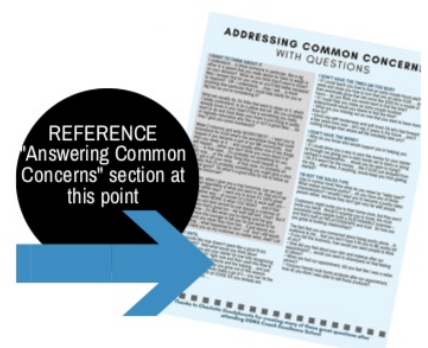
- **Money:** out of curiosity, how much money would you like to earn? What would you do with the extra money?
- **Flexibility:** what would that flexibility mean to you and your family?
- **Car:** what would make the opportunity to earn the use of a car mean to you?
- **Positive environment:** how would a positive environment affect your day to day mindset?
- **Family:** how would you see your family potentially benefiting from the opportunity?

## EXPLORE what may hold her back

• **It sounds like** Mary Kay may fill a \_\_\_\_\_ (explain the need it may fill for her, extra income/ flexibility, etc.)

• **What if anything would stop you from ordering a starter kit right now and opening the door to the opportunity just to see?** (REFERENCE the “Answering Common Concerns” section here)

• **Anything else?...Anything else?** (keep asking until you’ve helped her to see past all of her objections. It’s not about twisting her arm. It’s more about helping her see around the things that may stop her to give her freedom to be able to make a positive decision.)



# THE CLOSE

•“So here’s what I want you to know. The \$100 starter kit is the only requirement to get started and it gives you all the basics and almost \$400 in full size retail product to get you started! Anything else you do is simply your choice based on the type of business you want to build.”

•SIGN ON BONUS – “And here’s the exciting thing -- **when you order your Starter Kit today you’ll receive \$100 in FREE product at your first training** so it’s kind of like getting your Starter Kit for FREE! And honestly, we do that to simply reward women for just being able to make a decision, not overthink it, and simply open the door to see what’s possible. The worst case scenario is you get your own products at half off! The best case scenario is that this could be anything you want it to be in your life that aligns with your core values.”

•“So listen, I would love to work with you! You are \_\_\_\_\_ (give sincere qualities) and I think you’d be a great asset to our Team. **Is there any reason why we couldn’t go ahead and get your starter kit ordered today?”**”

**Prospects at this point will say YES, NO,  
or I NEED TO THINK ABOUT IT**

**YES**

(still has reasons that stop her)

I totally understand. Listen, I’m crazy appreciative of your time and how you have really rallied for my training and my goal. It meant so much to me, and listen I’ve gotta ask... is that a “No not now?” or a “No not ever?” lol

Well listen you never know, maybe we planted a seed and if life ever changes and you start contemplating maybe getting another job, needing extra money or making a change in your life, know that this Opportunity is still here for you. And if we could just shake that if you ever do decide you’d like to be a part of Mary Kay if you’d definitely come in with me, it would be such an honor. And in the meantime, you can still be a great customer and support my business that way plus you can be a great talent scout for me – maybe there’s someone in your life for whom this Opportunity would be a blessing?

Thanks so much for your time – it meant a lot to me.

**NO**

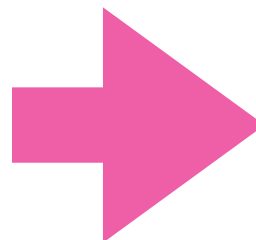
(is ready to sign up!)

IF ON PHONE OR ONLINE – “Fantastic! As soon as we hang up I’m going to send you what’s called an Email Link to order the Starter Kit. It will come right into your email and you simply click the link and fill in the data. It will literally only take you a few minutes to complete it. And know that you can use a debit or credit card – Visa, Mastercard, Discover or American Express. Once I send it, I’ll shoot you a text just to be sure you received it in your email then you’ll just want to get it submitted before midnight so you can take advantage of your \$100 free at your first training!”

Ask her a few more questions to clam any nerves like, “**what are you most excited about?**” or “**what do you think you’ll enjoy the most?**”

IF IN PERSON – “Fantastic! I just need to get some information from you.” (if she is in person it’s fastest for YOU to type in most of her information or fill out the paper agreement FOR her... Other than her social, consents or signature.)

**I NEED TO THINK ABOUT IT**



## I NEED TO THINK ABOUT IT

I understand and that's totally fine. Let me ask you this – what do you feel is the thing you have to think most about?

(if she says she wants to talk to someone about it) I totally understand. What do you think they will say? What do you think they'll want to know? Maybe I can answer that for you now so you'll feel better equipped to respond to them?

Is there anything else in particular that I could help clarify for you or dig into as you're considering it?

Okay well what I usually do for anyone who wants to sleep on it, which I totally understand you wanting to do, is to do a pillow test! LOL Because you probably already know in your heart if this is something you really want to try and most likely your brain is just trying to justify or logically rationalize why this is or isn't a good idea... so may I give you some homework?

Make 2 columns and write WORST / BEST – I want you to brainstorm for \$100 what's the worst / best thing that could happen if you ordered a Starter Kit. And then you sleep on it – and usually either one of two things will happen. Either you don't think any more about it at ALL – in that case...it's probably not something for you right now...or the other thing that could happen is... you can't get it off your mind... in that case, it's probably an indicator that it's probably something you ought to give a shot. The worst case, remember, is you get your own products at half off. Sound good? So when's a good time for me to give you a call and follow up tomorrow?

**THIS IS THE MOST IMPORTANT PART** – And listen, when I give you a call tomorrow, can we just agree that regardless of what you want to do, you'll let me know either way? I want you to know it's 100% great with me either way – of course I'd LOVE to work with you - but what I want MORE is what YOU WANT...and if that means you are best served by just staying a customer of mine then that's great too – we both still win! Deal? But if I don't know – it's like when you're dating and the guy doesn't have the courage to tell you he just wants to be friends and you never hear from him... it just leaves you wondering... what happened to him? LOL And I still would love to have you as my customer no matter what, deal? LOL

## THE FOLLOW-UP CALL the next day

*Hi! Okay so what have you been thinking about since our conversation?*

**(DIG DEEPER HERE** with open ended questions of... what? Where? Who? When? How? The goal is to know her, and make her feel understood and empowered by wanting this opportunity for herself... responsibility is her choosing to sign up... not YOUR responsibility)

**IF A CLEAR YES OR NO has not been stated...** *SO if we get your starter kit ordered today, are you ready to just open the door to the possibilities and give it a try?*

**IF SAYS NO...** *Is that a no, not now? Or a no, not ever?*

### NOT NOW

I understand...can I call you in 2 or 3 months just to check in and see if anything is different?

### NOT EVER

I understand...if that ever changes please know I'm available to chat!

# ADDRESSING COMMON CONCERNS WITH QUESTIONS

## I WANT TO THINK ABOUT IT

I understand...is there someone in particular, like a sig other or a parent that you really desire for them to weigh in on your decision? What do you think they'll want to know? May I answer that for you now so you'll feel better equipped to respond? **OR** I understand....may I ask...is there anything else particular that I could help clarify for you or dig into as you're considering it?

What we usually do, for folks that want to sleep on it, which I totally understand, is do a pillow test lol! B/c you probably already know in your heart if this is something you really want to do and most likely your brain is just trying to justify or logically rationalize why this is or isn't a good idea....So may I give you some homework?

Make 2 columns and write WORST/BEST – I want you to brainstorm for \$100 what's the worst/best thing that could happen if you became a part of our MK community. And then you sleep on it – and usually either one of two things will happen...either you don't think any more about it at ALL – in that case...it's probably not something for you right now....or the other thing that could happen is.....you can't get it off your mind....in that case, it's probably an indicator that it's probably something you ought give a shot.

Sound good? So when's a good time for me to follow up with you tomorrow?

And listen, when I give you a ring tomorrow, can we just agree that regardless of what you want to do, that you'll let me know either way? I want you to know it's 100% great with me either way – of course I'd LOVE to work with you – but what I want MORE is what YOU WANT...and if that means you are best served by just staying a customer of mine – then that's great too – we both still win! Deal? But I don't know – it's like when you're dating and the guy doesn't have the courage to tell you he just wants to be friends and you never hear from him...it just leaves you wondering...what happened to him? Lol! And I still would love to have you as my customer no matter what, deal? Lol!

## WAIT UNTIL

So it sounds like now doesn't seem like a good fit b/c \_\_\_\_\_, right? Well what would you think about this....what if you got your starter kit now fully recognizing you are in a "season" right now and then used this time to get acclimated to the products and the training...and just sell as a hobby.....then as you grow out of this season when you're ready to really make a go of it – you can hit the ground running...with an EDGE b/c you already are familiar with so much...

## I DON'T HAVE THE TIME/I AM TOO BUSY

- If I could teach you how to find an extra couple hours each week and show you how to turn that into an extra \$100 ... and then eventually grow that into more like \$200 for a couple of hours – do you think you would want to find the time?
- If I could help you make an extra couple hundred dollars/month would you desire to find the time?
- What are you missing out on now that you want to have more time for?
- (must say with tenderness and soft tone) Ok let's fast forward a few years from now – let's say 5 years in the future...and if nothing change then where will life inevitably take you?

## I DON'T HAVE THE MONEY

- Who do you know who would support you in helping you start?
- If I could show you a way to earn the money for your starter kit through me giving you a satin hands set to demo or doing perhaps a mascarathon....would you be open to trying?
- Ok if it wasn't for the money...like if \$100 just dropped from the sky...what else, if anything, would keep you from getting started?

## I'M NOT THE SALES TYPE

(say in curious tone) Now what do you mean by "sales type?" What makes someone pushy?....do you have any of those characteristics? I wouldn't want you to become a pushy sales person either, because they don't get very far with people.

Customers might invite you to their home once, but they won't invite you twice. Would it surprise you to know, the most successful sales people build a SUSTAINABLE business – and that's built on RELATIONSHIPS and trust. So how are you great at building relationships?

The fact that you are concerned about being pushy alone...is evidence to me...that you don't have it IN you to BE pushy lol!

- If you did this business, how would you want people to think of you?
- How did you feel about your skin and makeup after our appointment?....would you want to share/pass on that feeling to others?
- When we had our appointment, did you feel like I was a sales person?
- You/your friends took home products after our appointment, how do you think I was able to sell those products?

Thanks to Charlotte Goodykoontz for creating many of these great questions after attending DSWA Coach Excellence School

# ADDRESSING COMMON CONCERNS

## CONTINUED (2 OF 2)

### I CAN'T SELL

- Can you tell me more about that?
- How have you liked the products?
- What products are your favorite?
- How do you feel about just sharing the products with family and friends?
- Who do you think would support you in your business?
- What support/training would you need from me?
- What do you think about being able to share the joy of the product without the pressure of meeting a sales quota?

### I'M TOO SHY.

- (must say with tenderness & low soft tone & a little bit of humor) ... Do you like being shy? (wait for a response) I've never met anyone who was shy and loved being shy (smile)
- What do you think about using this business as a way to grow your self-confidence?
- How could this opportunity grow your confidence?
- How would you feel if you had a script for appointments?
- When do you feel most confident?
- How would knowing you will have a support system make you feel?
- Who do you know in your life that would support you as you started?

### I AM NOT LIKE YOU.

- What about yourself do you like?
- What qualities do you possess that you would want to share with others?
- How can these qualities be used in this business?
- Who would you want to inspire with this business?
- What training would you need to feel equipped to do this business?

### MY CHILDREN ARE TOO SMALL.

- How could the business positively influence your children?
- What qualities do you want your children to think of when they think of their mom? ...How would being a part of this business grow that in you?
- What amount of flexibility is important to you to raise your kids?
- How much time would you desire to work the business keeping in mind the age of your kids?
- Who do you know who might be willing to watch your kids three hours a week while you work?
- What kinds of things would you use extra MK \$ on to support your family/kids?

### MY HUSBAND...

- What questions/concerns do you think he would have? Would it be OK if I addressed those with you now so you feel more equipped to respond if he asks you those?
- How does he usually support you when you want to try something new? You think this would be any different?
- How do you think he would feel about it?
- When would you be able to discuss this with him?...how would he feel about all meeting together? What would make him feel comfortable?

### I LOVE MY JOB.

- Could you use an extra \$100/week? How could that extra income feed your passion?
- What do you think of having this be something fun you do on the side but not becoming/replacing your full time career?
- How do you feel knowing that most other consultants build a MK business alongside another full time job?
- What could MK provide for you that your current job maybe doesn't?
- How do you feel about pursuing it as simply a hobby?

### I KNOW OF SOMEONE WHO DID THIS AND QUIT.

- Did the fact that she quit surprise you? What qualities do you think would make someone successful at this? Well which of these qualities do you have?
- Do you know of someone who has ever switched jobs? How does one person's experience impact your personal experience?
- What do you think is the worst that could happen if it didn't turn out the way you expected?...what is the best that could happen?
- What is your fear?
- What would need to be different about your experience?

### I DON'T WANT TO OBLIGATE MY FRIENDS.

- Who do you know that knows 5-10 people that you do not know? (wait for a response) ... So then do you see how you could immediately work your way outside of the family and friends circle after your first round of appointments?
- In what ways would friends and family be willing to support you?
- Where do your friends buy makeup/skincare from?...would they be willing to support you just by trying the products and comparing the two?
- Who do you know that would want to share their opinion with you about the MK products?

### I DON'T WANT TO.

- Is continuing to be a customer more of what interests you?
- How would you feel about passing this opportunity onto anyone you know who would be interested?...who may be interested that you know?
- No not now, or no not ever?... (not now)... may I call you in 2-3 months to see if things are different for you?... (not ever) I understand. If that were to ever change... I am available.



# "HAVE TO THINK ABOUT IT"

BY DOROTHY BOYD

At the end of the recruiting interview, Prospect Pam is interested, but needs to "think about it" before making a decision. We hear it all the time. Out of concern that she's going to feel pressured, do you make the common mistake of giving her too long to think about it?

Every hour that passes between the time the interview is held & the agreement/money are processed online (or in your hands) decreases your chances of getting a "yes", significantly. More than 24 hours is TOO long for you & her not to touch base personally, and really, the best decisions (from the heart) are made within that time frame. The wise recruiter learns not to let the prospect control the follow up process, or it will tend to bog down (no fun) & ultimately lead to a "no". Learn to respond in a script that comes across as sincerely helpful, not pushy: I can appreciate that, as I needed to sleep on it, too. I knew in my heart that I was really tempted to try Mary Kay, but I was very reluctant to make a decision on the spot.

May I share with you my observations from working with dozens of women in the decision-making process? **It has been my experience that women tend to make decisions out of emotion, either from the heart, or they make choices based upon fear... while men are more logical thinkers**, don't you agree? Women are very intuitive, and like me, you probably already know in your heart whether you want to do this or not. I've observed that women rarely trust their own intuition, however, so they respond with over-analysis to the point of paralysis! Have you ever done that? (smile & nod)

Understand that right now you are feeling excited & energized about what you have heard, & therefore most open to the idea of stepping out of your comfort zone to pursue a dream! And I am excited and believe in you 110%! **When I leave today, I will be taking my excitement and my belief in you home with me and leaving you alone with all your fears!** As hours pass, the fears will tend to grow. And as fear grows, it becomes even harder to make a wise decision or to take action on a new direction in your life. Does that make sense?

**"Victory belongs to those who believe in it the most and believe it the longest." FDR**

Pam, I would much rather have your heart decision, even if it is a "no", than a fear decision. By this time tomorrow, if you still haven't made up your mind, you will probably have more questions, & I want to be there for you to answer those concerns & build your confidence.

So, if I promise not to pressure you in any way, may I have your permission call you tomorrow for your heart decision?

Great, thanks. I am putting down 11:00 in the morning as an appointment for us to talk again. Just have your list of any new questions ready. **And, between now & then, if you cannot stop thinking about Mary Kay... then it's probably your heart urging you to Go for it!** So I wish you a "sleepless night"! ( smile)

Now, if for some reason I get voicemail & have to leave a message, can I count on you to call me right back? I don't want you to feel like I am bugging you or to feel afraid to give me an answer, even if it's not the answer you think I would want to hear. The opportunity may not be for you and that's fine. Just call me back so we both can move on from there. Is that fair??

**Our job as a professional is to make sure we call her back at the agreed upon time within a 24 hour period to ask something like**, "Well, is there any reason why we can't go ahead & get you started having fun & making money?" or something that hits HER "hot button". Note: Listening to a CD/Tape is not a prerequisite to the agreement, so don't let her put off with the excuse that she "hasn't watched the video yet", or whatever. **After an interview, she has all the info she needs to make a decision.** Recruiting materials are helpful steps in the layering process, but should not become a reason to procrastinate getting involved. Never appear desperate. If she becomes a new consultant wonderful ... if not, love her & move on.

**DOROTHY BOYD**  
Rainbow's End Area  
Women of Excellence,  
Influence & Honor  
Proverbs 31:10-31





